Case: 1:24-cv-03559 Document #: 1-2 Filed: 05/02/24 Page 1 of 62 PageID #:30

Certificate of Registration



This Certificate issued under the seal of the Copyright Office in accordance with title 17, United States Code, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

Registration Number VA 1-824-810

> Effective date of registration:

April 25, 2012

Telephone:

Register of Copyrights, United States of America

Title -

Title of Work: Care Bears 2010 Style Guide

Completion/Publication -

Year of Completion: 2009

Date of 1st Publication: February 15, 2010

Nation of 1st Publication: United States

Author

Author: Those Characters From Cleveland, Inc.

Author Created: text, 2-D artwork

Work made for hire: Yes

Domiciled in: United States

Copyright claimant ·

Copyright Claimant: Those Characters From Cleveland, Inc.

One American Road, Cleveland, OH, 44144, United States

Rights and Permissions

Organization Name: Those Characters From Cleveland, Inc.

Name: Patricia A. Motta

Email: patty.motta@amgreetings.com

Address: Legai Department

One American Road

Cleveland, OH 44144 United States

Certification

Name: Patricia A. Motta

Date: April 20, 2012

Applicant's Tracking Number: Care Bears 2010 Style Guide

216-252-7300

The Care Bears Story

As one of the world's most popular and beloved children's character properties, the Care Bears are a group of huggable, furry friends, each with their own individual personality, caring mission and unique belly badge to match! They live in Carealot, a cuddly-soft cloudscape play land, where they teach the importance of caring for others and sharing special feelings. In Carea-lot, the Care Bears help each other with their own caring challenges, each using their own special expertise.

Sometimes they bring a child with a particular caring concerning to Carea-lot. And occasionally, the Care Bears must special

caring challenges, each using their own special expertise.

Sometimes they bring a child with a particular caring concern up to Care-a-lot. And, occasionally, the Care Bears must speed down to earth to help with some caring crisis in our own world.

Legal



All products, packaging, advertising or collateral materials must use one of the following notices. Copyright year in these notices should be the year in which your product will be offered for sale at retail.

Notice 1: Care BearsTM and related trademarks ©20** Those Characters From Cleveland, Inc. Used under license by (your company's name).

Notice 1 is to be used on all packaging, advertising and collateral materials. In some cases it will also be required on products.

Notice 2: @20** Those Characters From Cleveland, Inc.

In some cases, Notice 2 will be the only one necessary on products.

Notice 3: ©TCFC

legible, or when the media, printing or engraving process will not allow for longer copy. This abbreviated notice is to be used only when layout space is extremely limited, longer copy wouldn't be

décor appliqué sheets with multiple TCFC images that can be separated from the master sheet after purchase. Notice 3 should be applied to each sticker or appliqué on the sheet, and Notice 1 or 2, as appropriate, should be applied to the backing sheet itself. One other use of Notice 3 is on products with multiple separate elements—such as sticker sheets, or room

You may NOT include your own company's copyright notice on the product or any materials associated with it without noting the specific copyrights claimed and without American Greetings approval.

Different situations may require different notices than those mentioned here.
These notices will be supplied as needed during the approval process.



Fonts & Copy

headline and short copy situations. The fonts below can be used effectively in title,

Care Bear Book

(American Greetings Proprietary Font)

abcdefghijklmnopqrstwwxxxz **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Care Bear Bold

(American Greetings Proprietary Font)

abcdefghijklmnopqrstuvwxyz **ABCDEFĞHIJKLMNOPQRSTUVWXYZ**

Greetings and its licensees. They have been designed solely for use on the Care Bears program and cannot be used on any other non Care Bears products or materials.

Shag Lounge

(available at www.houseind.com)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

(available at www.fonthead.com)

ABCDEFGHIJKLMNOPORSTUVWXYZ ABCDEFGHIJKLMNOPORSTUVWXYZ

Helvetica (for legal copy)

(available at www.adobe.com)

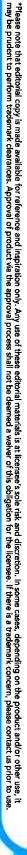
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

in shape, thickness and letter forms. ible then use a sanserit font that is very similar

> and product. We would be happy add a positive point of difference to products, can promote sales and needs of your product. to work with you on the specific on advertising, point of purchase reserves the right to approve all copy your product. American Greetings Copy, when applied to individual

- Caring comes in all sizes!
- Ticket to care!
- Care by air!
- Viva Caring!
- Born to Care!
- **Grin and Share It**
- **Handle With Care**
- Happy Happens!
- Share and Care Alike!
- **Cuddlin' Cutie**
- Bear hug
- Bundle of Fun
- **Cuddle Time**
- 100% huggable
- Hugs Rule!
- Cute and cuddly Need a hug?
- **Nobody Cares Like a Bear**
- **Always Time for Hugs**
- **Caring Counts**
- **Sharing Is Caring**
- Cuteness counts

- - Copy Guidelines
- Good product creation involves run with the copy, "Sleeping Cutie." coordinates with a T-shirt depicting depicting Bedtime Bear asleep might shown in the design and the product' should coordinate with the character product. Product copy used on an item shows Wish Bear. Funshine Bear rather than with one that The copy "Let the fun shine in!" better purpose. For example, a nightgown coordinating copy, art, character and
- Me-to-you copy ("I Love You," "You're success history with such copy, be sure particular product has a strong sales may be a self-purchase product. If your another as opposed to an item that generally used with gift items meant copy is not very "wearable" and is for most product applications. This My Favorite Friend") should be avoided your item for approval. to inform us of this when you submit to be purchased by one person for
- Product copy should be set in a color Care Bears blue (PMS 313 or rather than in black. When in doubt, CMYK 100C 6Y 18K). and background colors allow, use





Logos

Logo Guidelines

- The Care Bears logos are used as a trademark to help consumers identify Care Bears products, packaging, advertising and other materials.
- Never rotate the logo or alter the letters in any way.
- The logo should always include a "TM" superscripted after the "s" in "Bears."

 The "TM" should always be legible but

never larger than the size relationships

- In limited color situations the logo can be converted to a different color but must pop off the background.
- The 1-line logo is the preferred logo unless there is a need to conserve space, then the 2-line logo would be a better choice.
- In some cases a thin white outline can be used on the logo to make it pop off the background, but never outline

This is the full-color 1-line logo



This is the 1-color 1-line logo



This is the full-color 1-line logo inside a cloud holding shape (This version of the logo should be used on packaging and in all situations where the logo needs to pop)



LOGO0003 CB-CMYK

This is the full-color 2-line logo



This is the 1-color 2-line logo

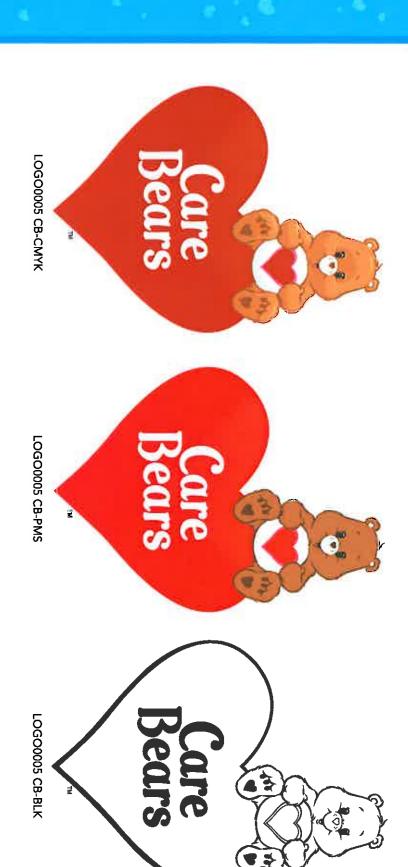


This is the full-color 2-line logo inside a cloud holding shape (This version of the logo should only be used on packaging and in limited space situations where the logo needs to pop)



LOGO0004 CB-CMYK





- This artwork can only be used on promotional materials exactly as it appears above
- This art should never be used on product or packaging
- This art requires a "TM" to be placed outside the heart in the position and size relationship shown



General Guidelines

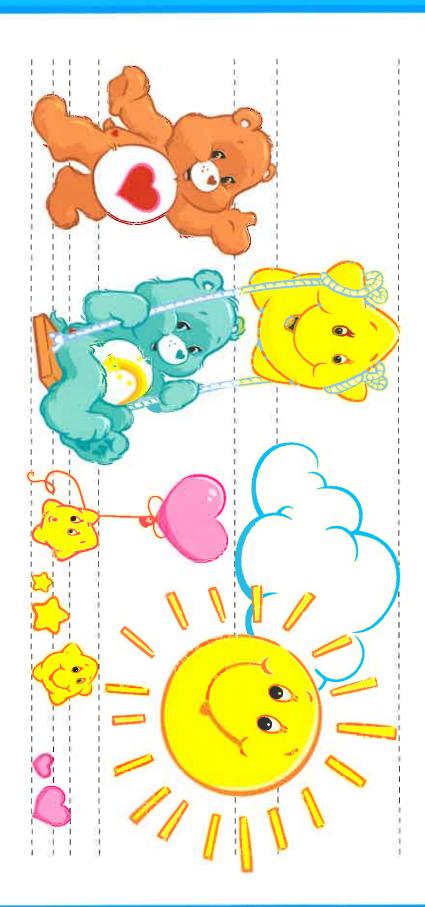
- lacktriangledown All Care Bears product, packaging and promotional materials must have legal
- Avoid using the Care Bears logo as the primary design element without a bear
- lacktriangleright Color is very important to the Care Bears program. When possible use colors found in any of the art that is supplied in this guide
- The Care Bears red signature heart is located only on each Bear's RIGHT hip (This heart must be added or removed as needed when an image is flopped)
- As a general rule, if the tail cannot be seen then the hip heart would not be in view and

should not be added

- When flopping Care Bears character artwork, care must be taken so that all the character's graphic elements end up in their correct orientation
- Most character belly badges are only properly oriented in one particular direction. Be sure to orient them correctly after flopping a character image
- lacksquare Care Bears belly badges must be used in combination with either character art or the the combination with the bears and brand identity) Care Bears logo (The strength of the Care Bears program is not the badges alone but
- lacktriangle All Care Bears product, packaging and promotional materials are subject to approval by American Greetings



Use these comparisons when combining art from multiple designs



Size Guidelines

When designing with multiple bears, keep all bears the same scale.

 Stars and Star Buddies should always be in the size relationship to bears as shown above.



Original Art



Avoid covering belly badges or bears' faces with other art, logos or lettering



When flopping bear artwork, the belly badge must be flopped back and the heart removed on the left hip

Don't

*Every bear must have a heart on their right hip



Don't

Ö

correct orientation and the hip heart has Belly badge has been flopped to the been removed



Bears' belly badges and faces are not obstructed in any way







This shows how to crop art if it is absolutely necessary



Avoid size variances between bears



Always keep bears the same scale

P





With the exception of the swinging star image, never change the scale of star buddies. Always reference the size comparison chart when scaling art individually



Never change the color of the letters in the logo and never add a drop shadow



Never crop more than half of the tummy graphic



Never rotate the logo and never cover the logo with any other art or lettering



*NEVER, EVER mix New Care Bears artwork with any previous art



Avoid floating bears in landscape designs with clouds. When possible, have bears planted on clouds





makes it grow. He has the perfect belly badge for his a lot about helping others share their feelings. By helping job—a heart filled with love. people show they care, Tenderheart spreads love and Tenderheart Bear is a loving and lovable bear who knows

Copy Suggestions:

Everything grows better with love

Love's in bloom

Friendship's in bloom Laugh. Play. Love!

Love is all around!

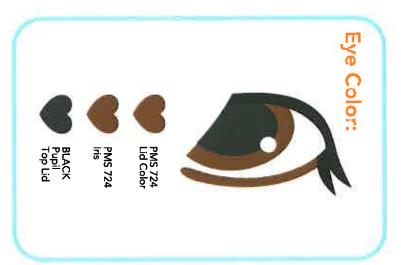
Make room for hugs!

Hip Heart: Body: Color Palette PMS 722 Fill Color PMS 724

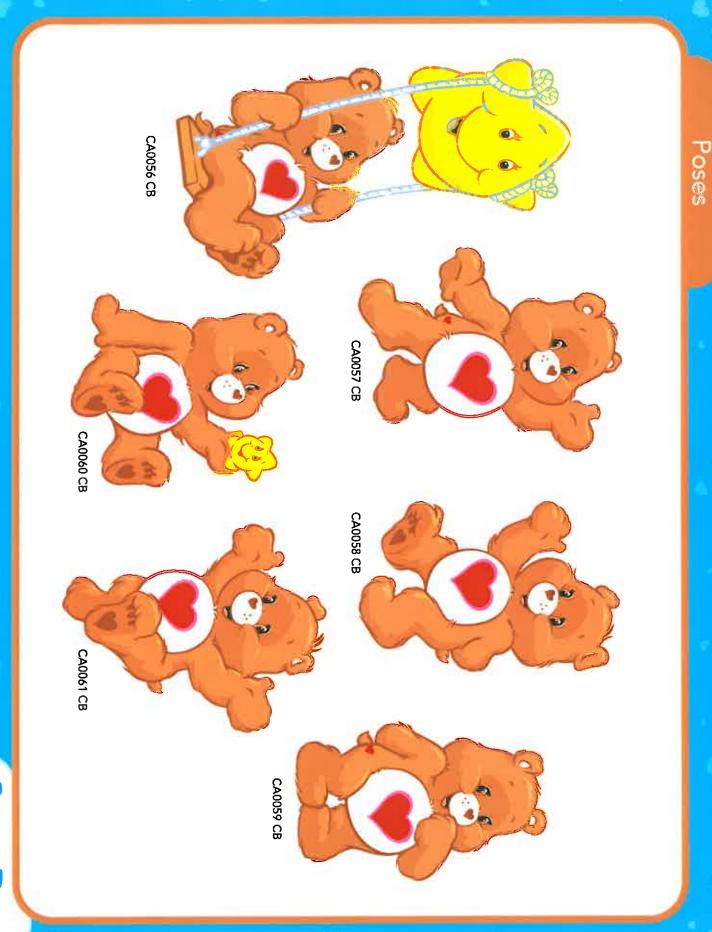
Mouth: Black PMS 190 Tongue

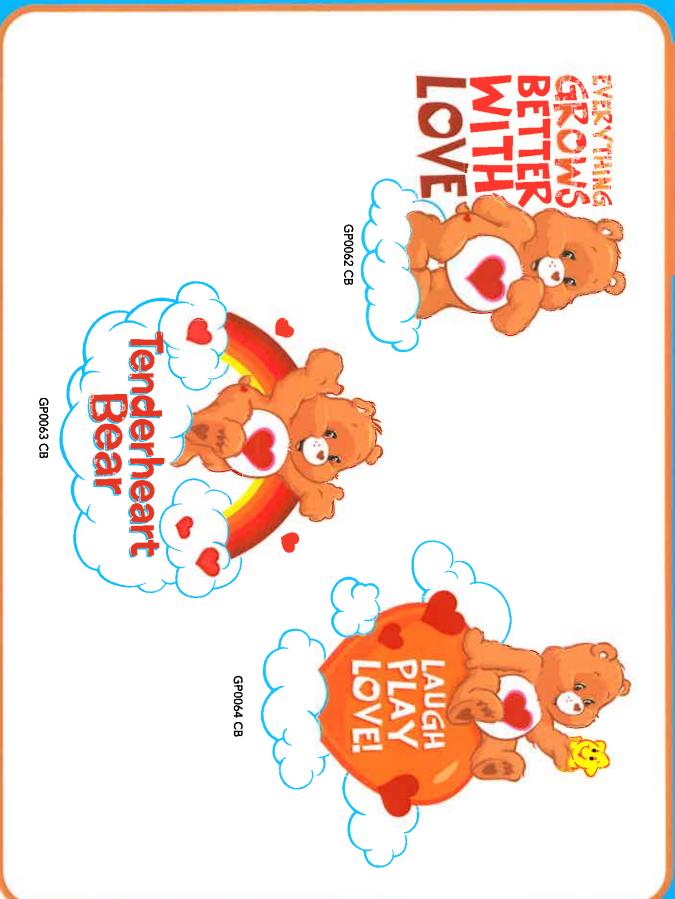
*This profile page shows the PMS color version of this beer for limited color printed product. Identical poses exist in crnyk for full color printing. If you are creating dimensional product please refer to the 3-D Guldelines for color and construction.

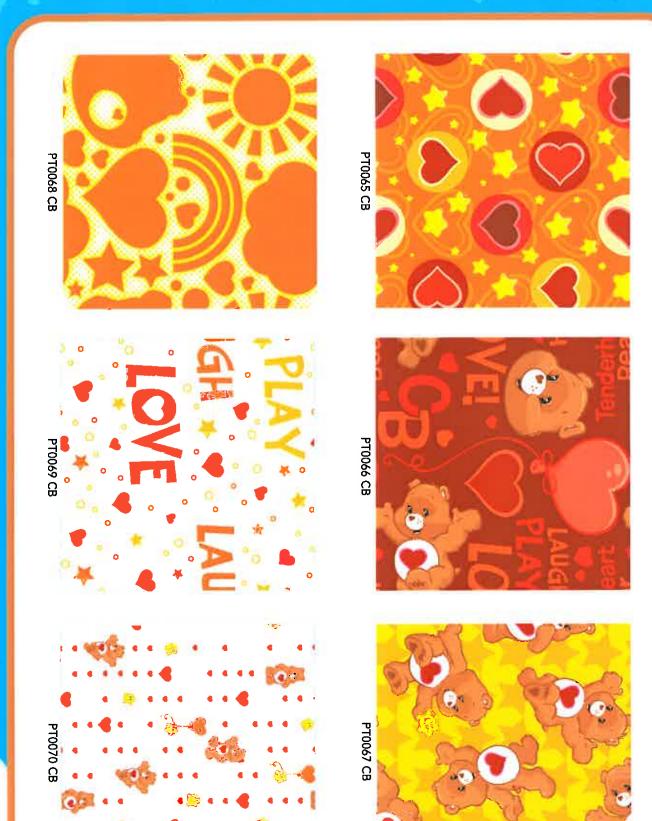




PMS 724 Detail









Funshine Bear

Playful Funshine Bear works hard to make sure that everyone is having a good time. His sense of humor makes him the life of any party and he really knows how to have fun. Funshine Bear's belly badge reflects his sunny disposition—a bright yellow sun with an ever-present smile.

Copy Suggestions:

Symbol: Smiling Sun

Happiness shines!
Think Happy Thoughts
Shine On!

Go for the Glow!
Something to Smile About
Smile...pass it on!
Smile!

Oh, Happy Day!
Spread a little sunshine!
Let the fun shine!
The fun starts here!
Catch some fun!

Color Palette

Hip Heart: PMS 137

Body: PMS 121
Fill Color

PMS 137 Detail

Mouth: PMS 176
Tongue
Black

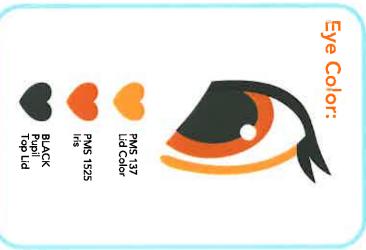
*This profile page shows the PMS color version of this bear for limited color printed product, Identical poses exist in anyk for full color printing. If you are creating dimensional product please refer to the 3-D Guidelines for color and construction.



PMS 121

PMS 123

PMS 137







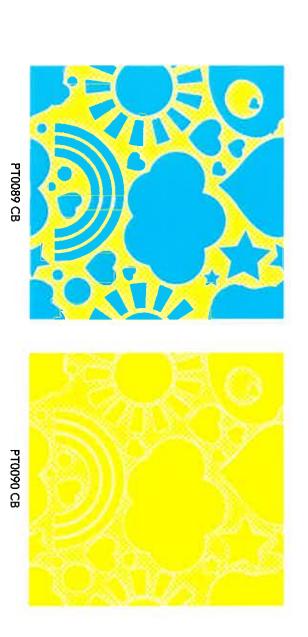
















neer

cheer to help make someone happier! Wherever she goes, see the bright side of life. She will sometimes even do a Cheer Bear is a very happy Care Bear who helps others a colorful rainbow. Cheer Bear wears a belly badge of hope and happiness—

Copy Suggestions:

Something to Cheer About Friends are something to cheer about! Three Cheers for You Have a Rainbow Day! Sitting on a rainbow Spread some love **Tickled Pink**

Have no fear - Cheer is here! Spread some cheer Hip, hip, hooray!

Color Palette

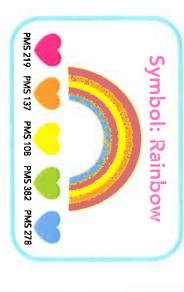
Hip Heart: Body: PMS 230 Fill Color PMS 232

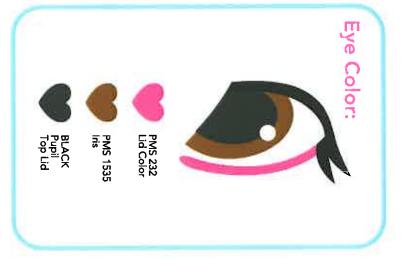
Mouth:

Black

PMS 230 Tongue PMS 232 Detail

*This profile page shows the PMS color version of this bear for limited color printed product. Identical poses exist in crnyk for full color printing. If you are creating dimensional product please refer to the 3-D Guidelines for color and construction.

































Best Friend Bear

Best Friend Bear is the best at bringing buddies together. friends—a heart and a star, linked by a rainbowl badge shows the special relationship between best and helps keep them caring for each other. Even her belly She understands the special bond between best friends

Copy Suggestions:

Best friends forever! Together is better! Share some fun! Care to Share? Share a Laugh Friends Share Perfect pals Special

Friends make good times even better.

Just between friends

Friends Are Forever

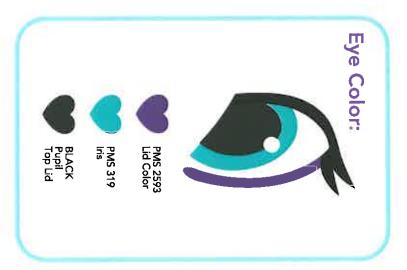
Color Palette

Hip Heart: Mouth: Body: PMS 230 Tongue PMS 2572 Fill Color PMS 2593 Detail PMS 2593

*This profile page shows the PMS color version of this bear for limited color printed product. Identical poses exist in crnyk for full color printing. If you are creating dimensional product please refer to the 3-D Guidelines for color and construction.

Black

















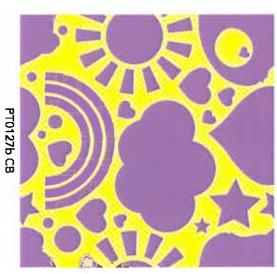




Patterns











Wish Bear

Wish Bear likes to make wishes come true and believes there's nothing in the world that a wish can't help. She's a special kind of dreamer, too, because even when wishes don't come true, she still thinks wishing is a lot of fun! Wish Bear shows this with her belly badge—a smiling shooting star.

Copy Suggestions:

Symbol: Shooting Star

Life's a dream Wish on a Star!

What's your wish?

Make a wish!

So many wishes, so little time!

Wishes come true!

Wish come true. Shoot for the stars!

Got Wishes?

Color Palette

Hip Heart:

PMS 320



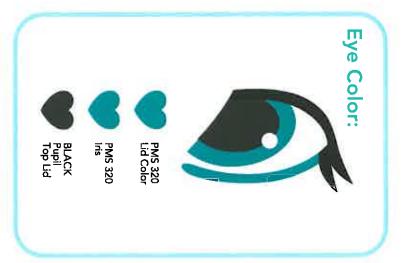




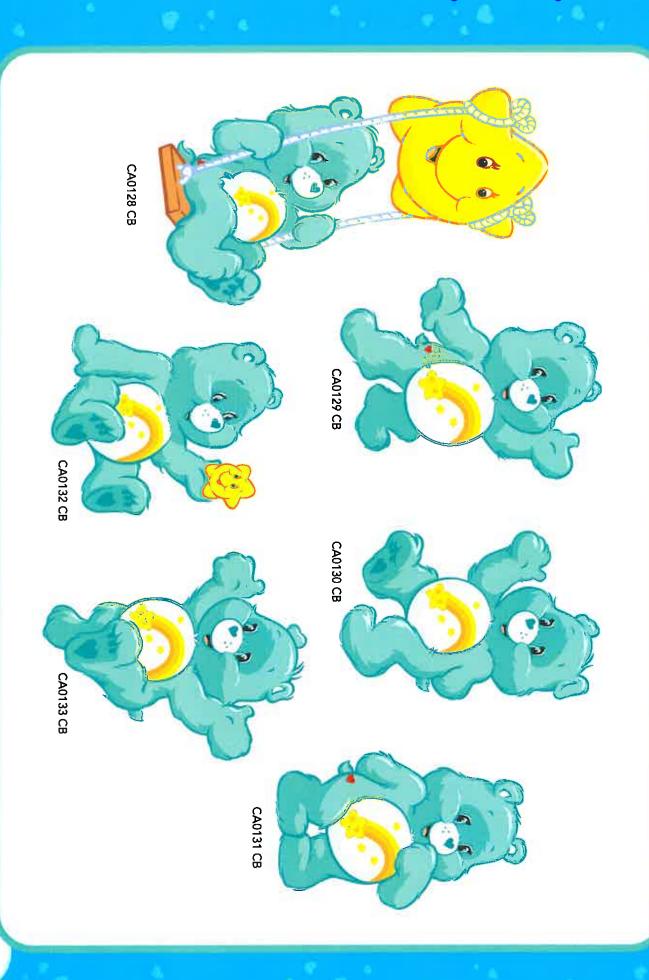
Mouth:

*This profile page shows the PMS color version of this bear for limited color printed product. Identical poses exist in crnyk for full color printing. If you are creating dimensional product please refer to the 3-D Guidelines for color and construction.









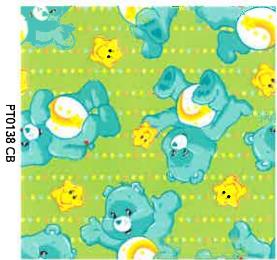


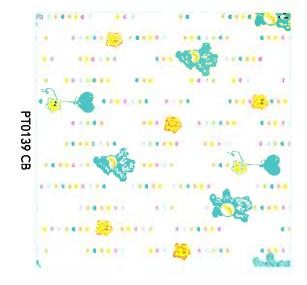
Patterns

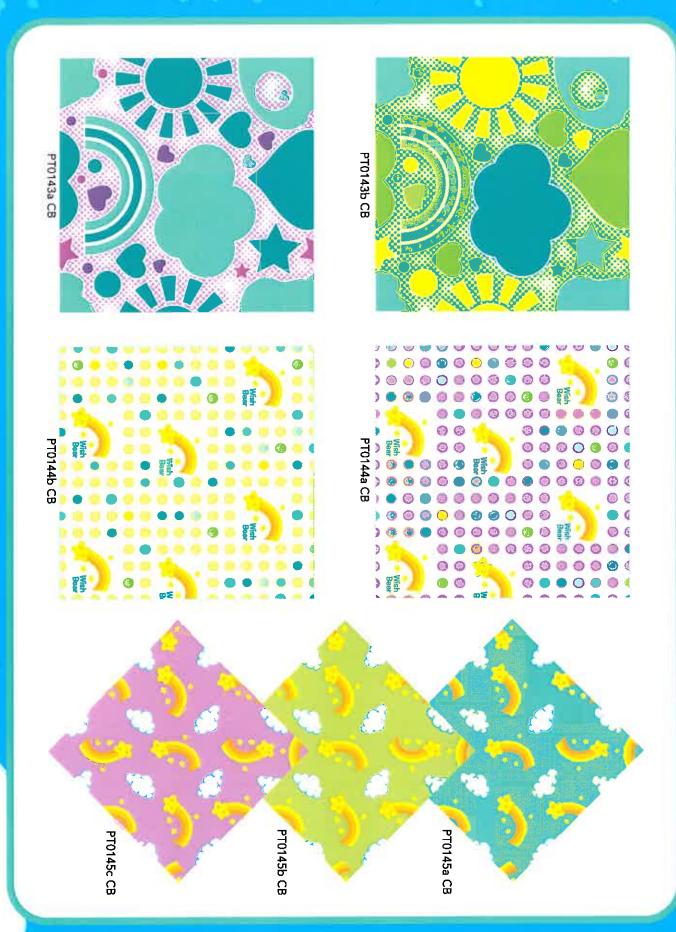














Grumpy Bear

Grumpy may be a bit of a grouch, but his grumpiness reminds us that it's okay to be grumpy sometimes—as long as it doesn't last too long. Grumpy Bear's tummy symbol—a rain cloud with falling hearts—is a reminder that even when we're less than cheery, we are still loved by those closest to us.

Copy Suggestions:

Born Grumpy 100% Grumpy Bear with me Grumpy rules!

Cheer someone else up.
Grumpy. Proceed with caution.

Hug at your own risk
Hug with Care
I need a hug

A smile a day keeps the

grumpies away!

Color Palette

Hip Heart: PMS 293

Body: PMS 278

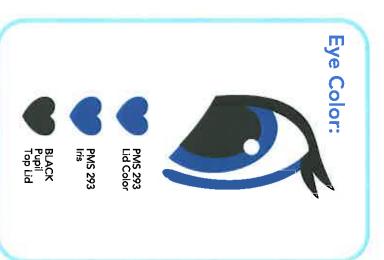
Fill Color

PMS 293 Detail

Mouth: PMS 293

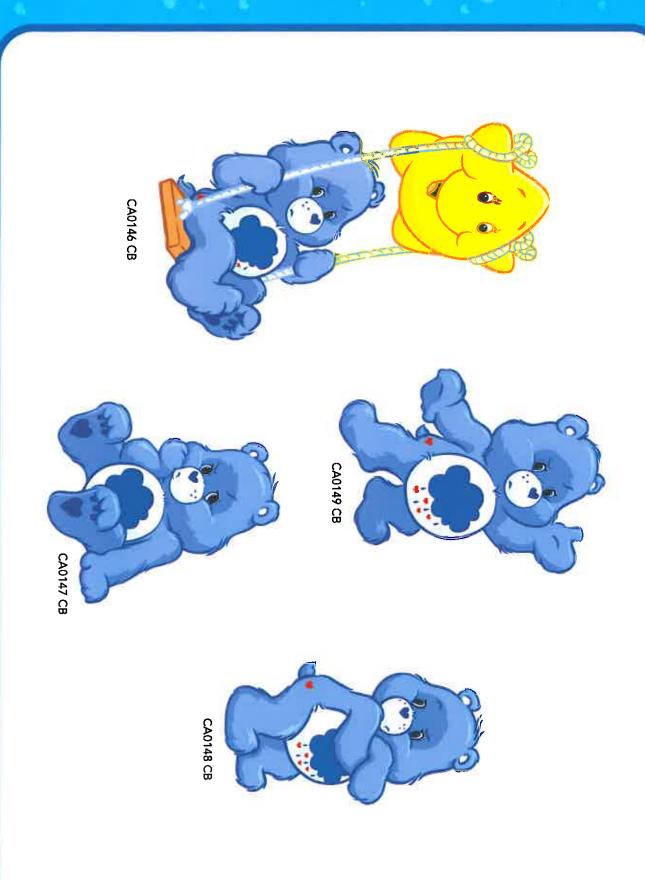
*This profile page shows the PMS color version of this beer for limited color printed product, Identical passe swist in curyk for full color printing. If you are creating dimensional product please refer to the 3-D Guidelines for color and construction.

Symbol: Rain Cloud PMS 293 PMS 186











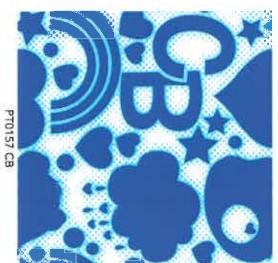


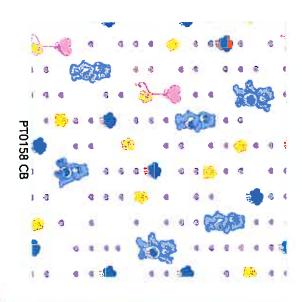


Care-Bears





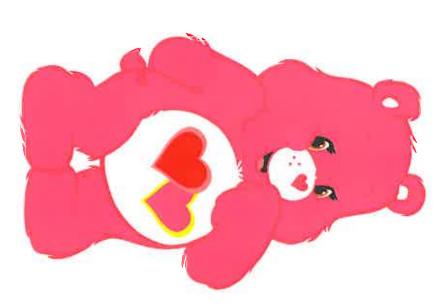












Love-a-lot Bear

Love-a-lot Bear believes in the power of love, but is not afraid to help it along. She's a pretty and perky bear who loves everything about love and tries to make it grow wherever she goes. Love-a-lot Bear loves her tummy symbol, too—two hearts together!

Copy Suggestions:

Group Hug!

A cuddle kind of day

Everybody needs a hug

Just for the hug of it

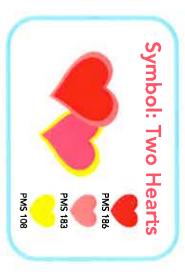
I (heart) you!

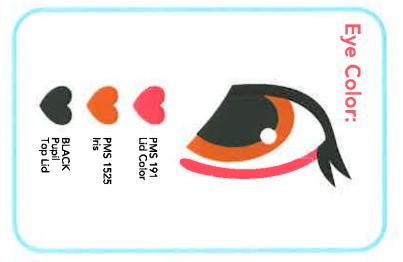
Love is in the Care!

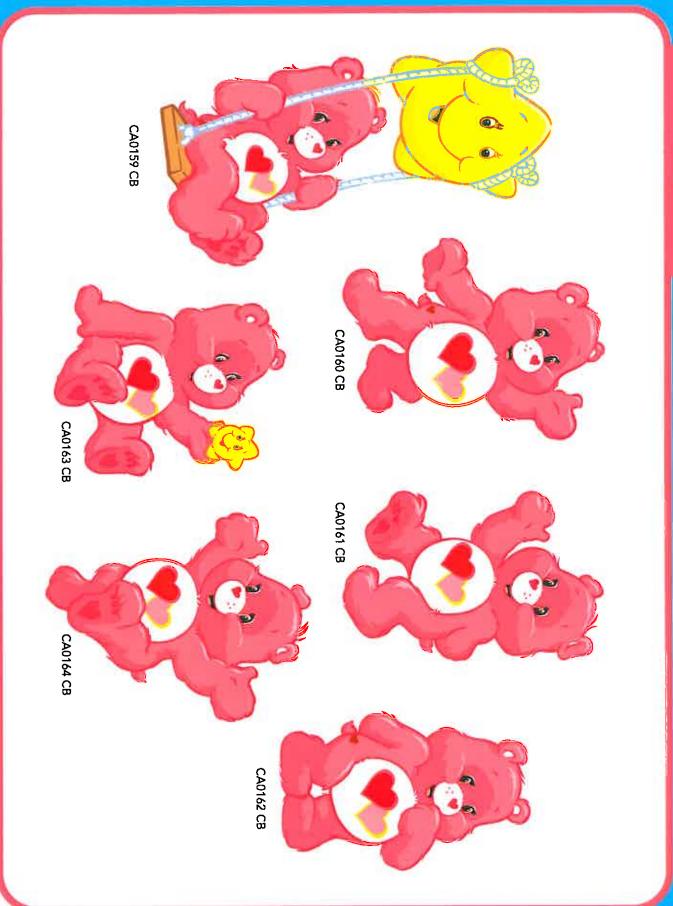
Love Grows

Color Palette Hip Heart: PMS 191 Body: PMS 190 Fill Color PMS 191 Detail PMS 183 Tongue Black

*This profile page shows the PMS color version of this bear for limited color printed product. Identical this bear for limited color printed product and prosess exist in crupk for full color printing. If you are creating dimensional product please refer to the 3-D Guidelines for color and construction.







Profile



Good Luck Bear

is nearby, good fortune is never far behind. on his belly badge lets us know that when Good Luck Bear find him with a big smile on his face! The four-leaf clover with anyone who needs it. It's no wonder you can always Good Luck Bear is loaded with luck and loves to share

Copy Suggestions:

It's Your Lucky Day

Lucky 4 U

Happy-go-lucky My Lucky Day

Lucky!

Lucky me!

Color Palette

Hip Heart: Body: PMS 355

PMS 376 Fill Color

PMS 355 Detail

PMS 230 Tongue

Mouth:

*This profile page shows the PMS color version of this bear for limited owlor printed product. Identical poses exist in crnyk for full color printing. If you are creating dimensional product please refer to the 3-D Guidelines for color and construction.

BLACK Pupil Top Lid

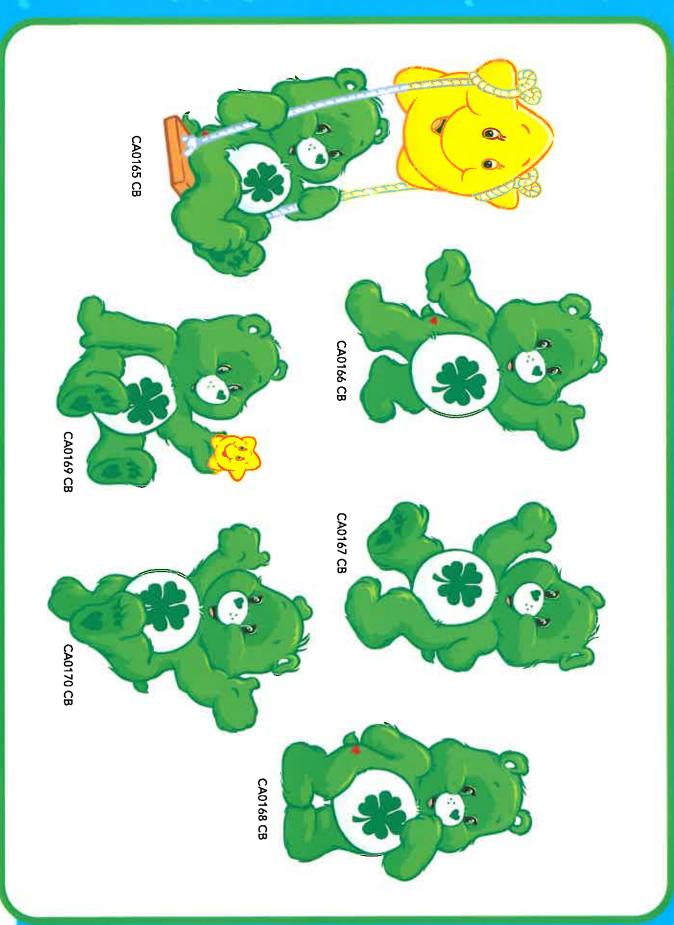
PMS 376 Iris

Symbol: Four-leaf Clover PMS 355



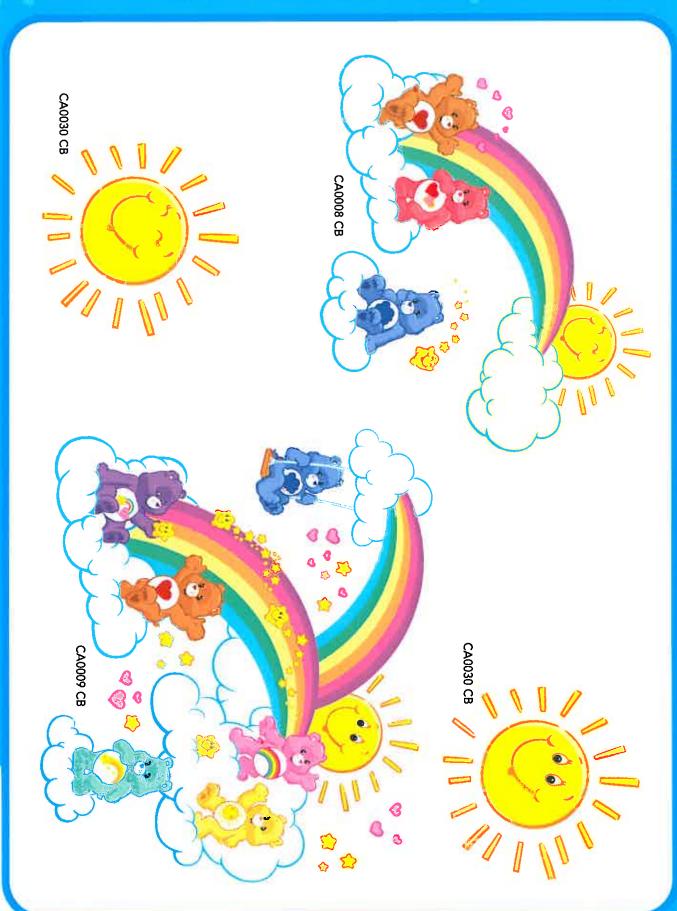




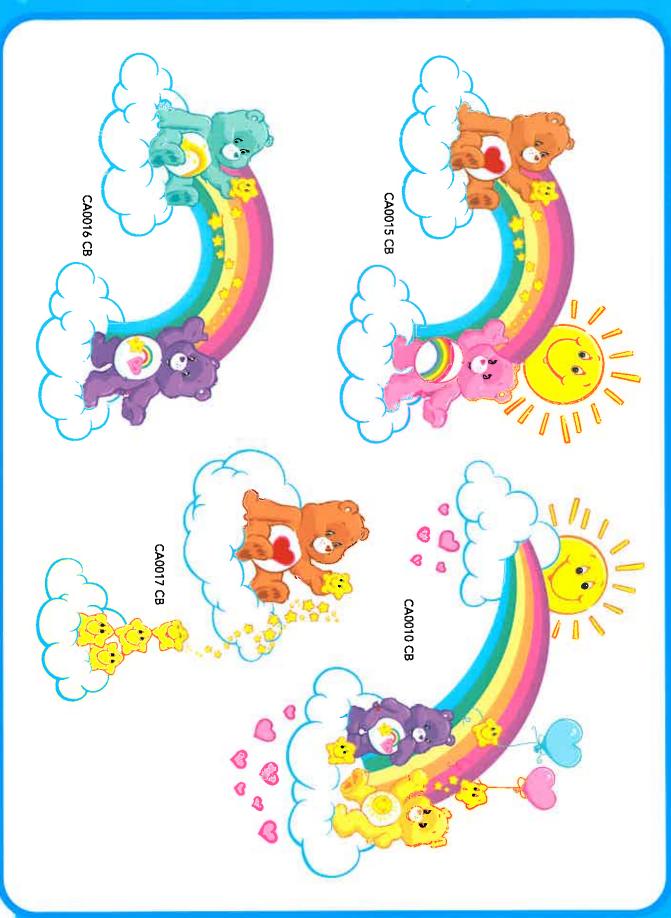


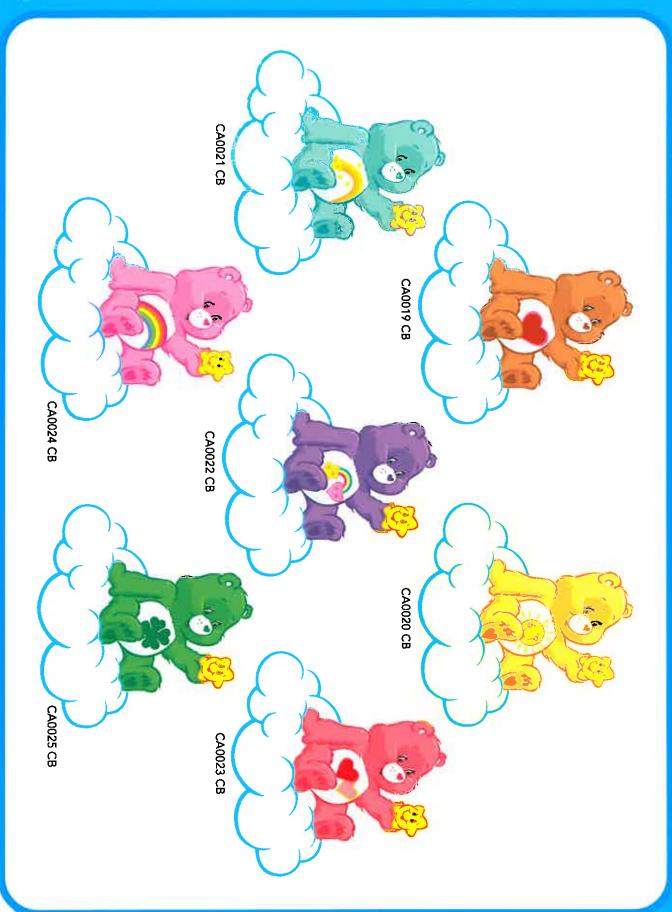


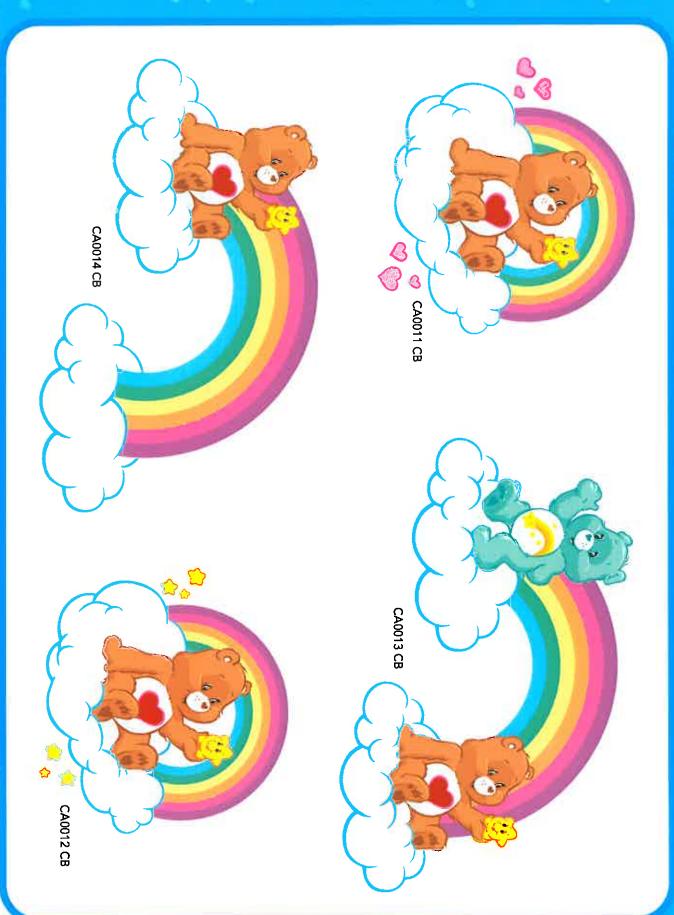




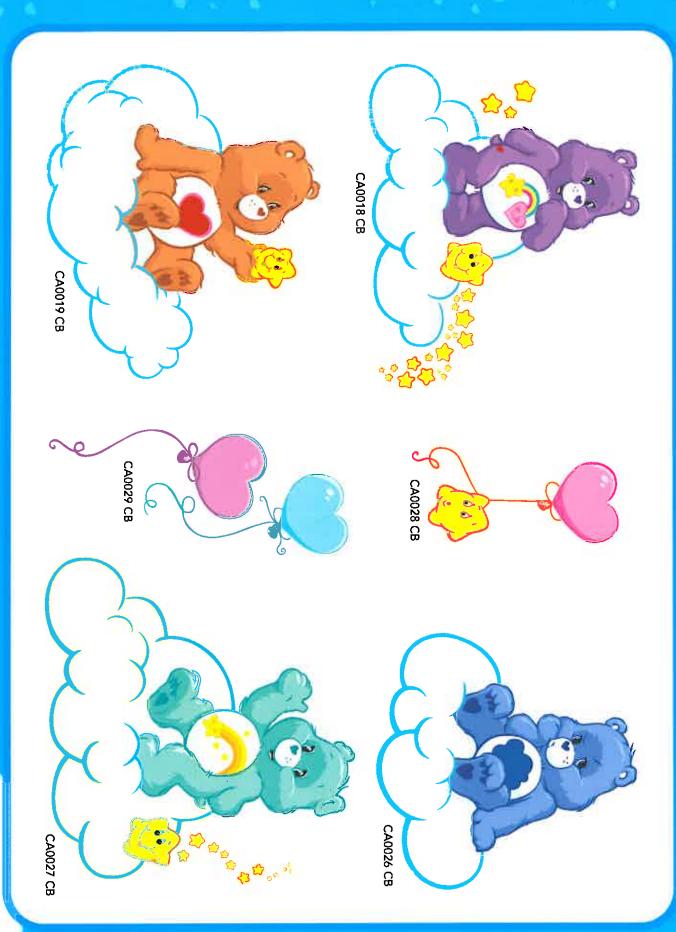




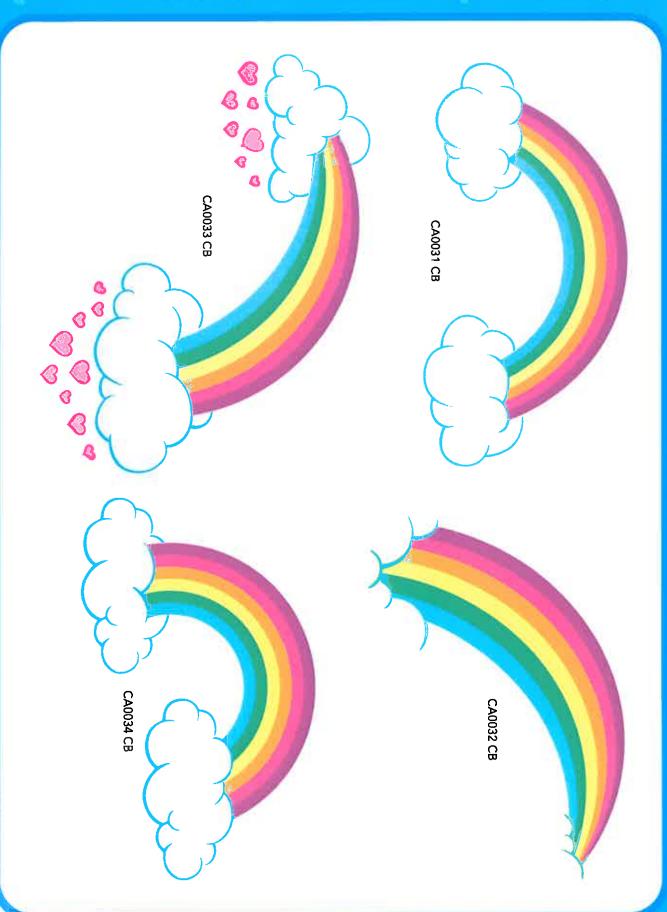


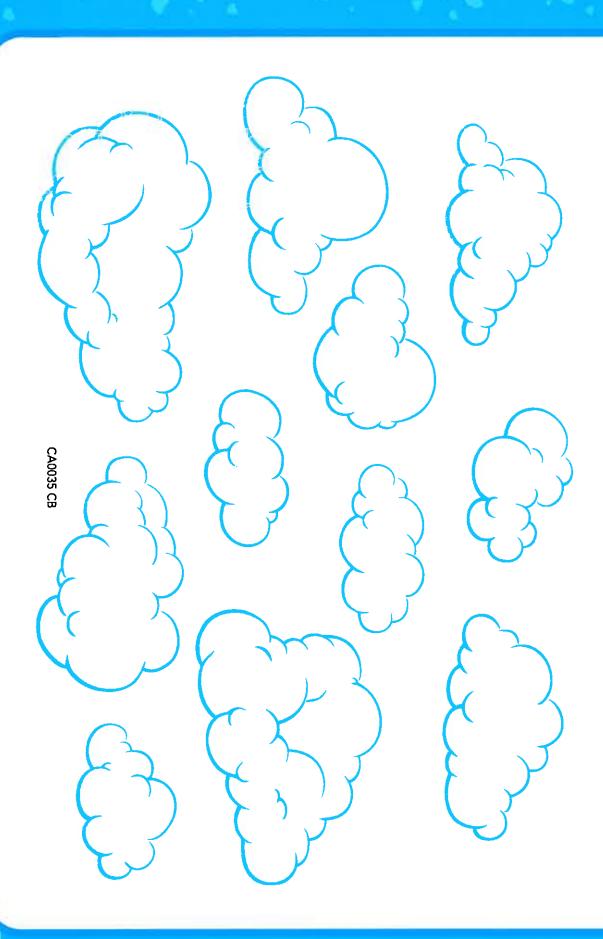




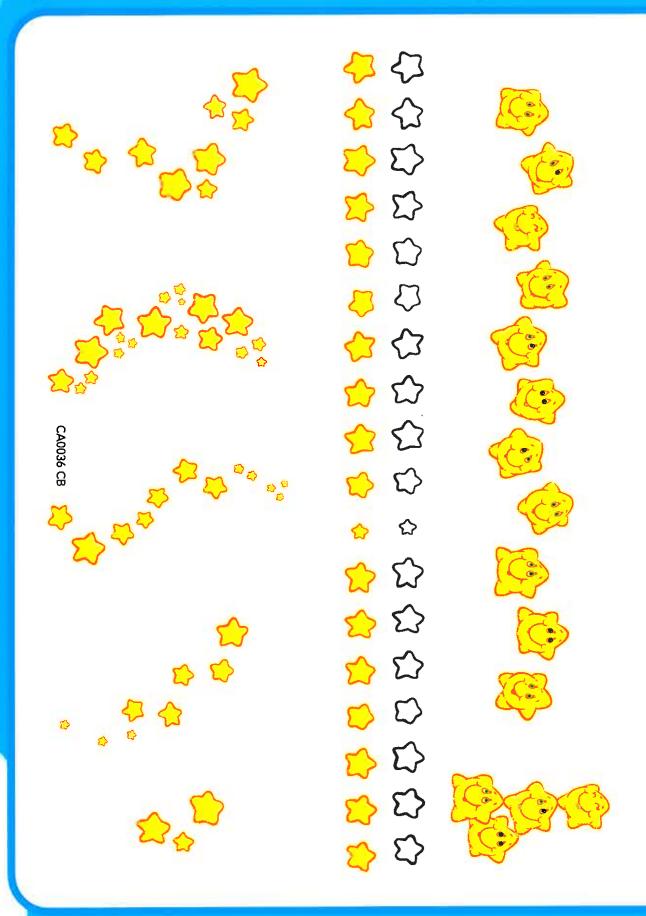




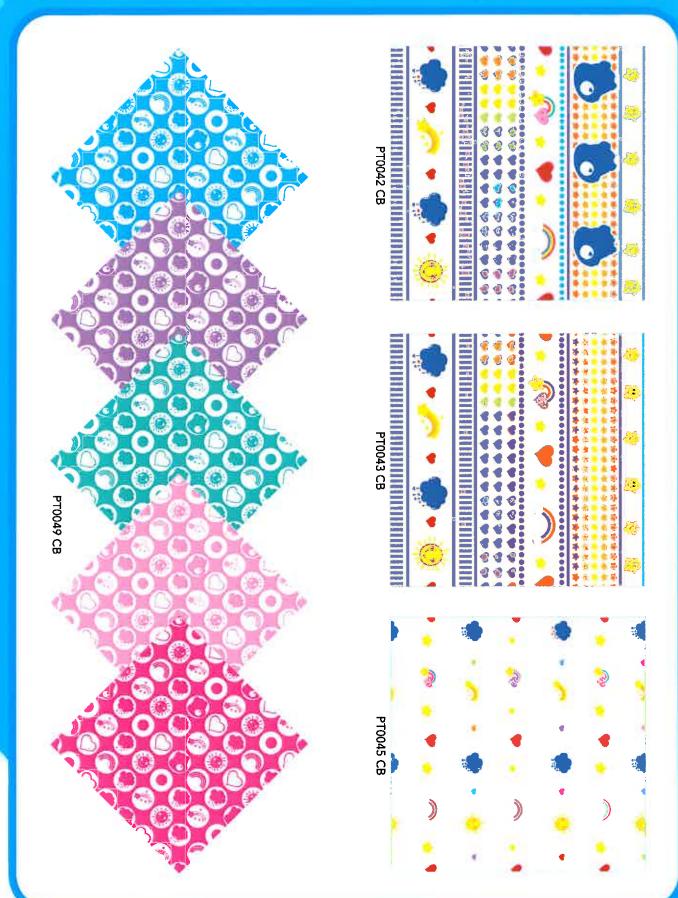


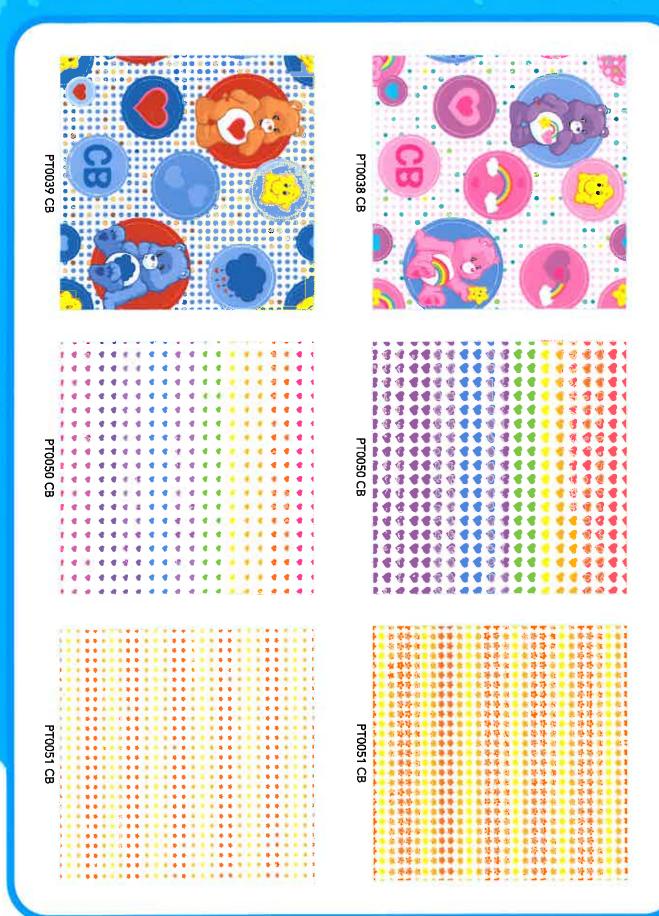


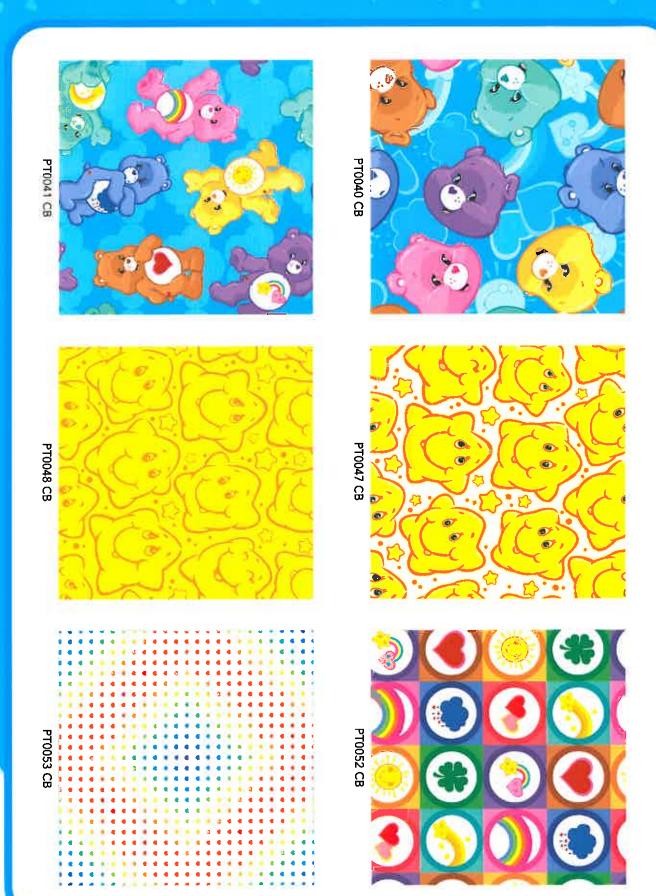




Core Patterns







PT0046 CB

